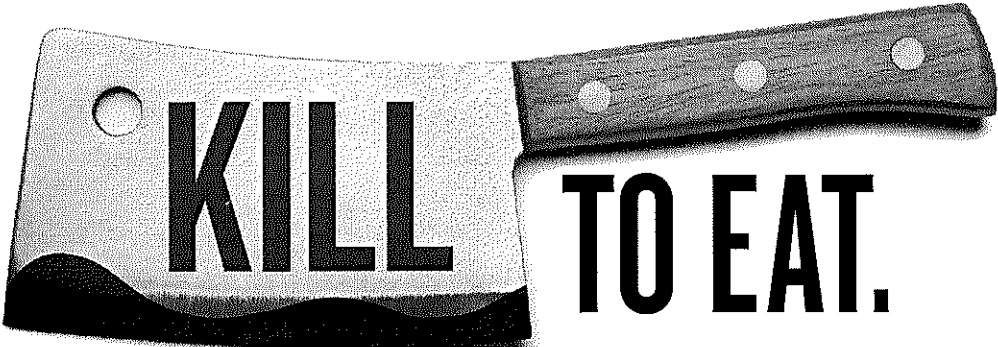


# **EXHIBIT C**

**NO ONE NEEDS TO  KILL TO EAT.**

**Close the slaughterhouses: Save the workers, their families, and the ai**



No One Needs to Kill to  
Close the slaughterhouses: Save the workers,  
their families, and the animals.

**PETA**

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**From:** Brad Bellacicco <[bbellacicco@tcclesmd.org](mailto:bbellacicco@tcclesmd.org)>

**Sent:** Wednesday, March 31, 2021 10:13 AM

**To:** Gregory Padgham <[gpadgham@tcclesmd.org](mailto:gpadgham@tcclesmd.org)>; John J. Donegan III <[jdonegan@tcclesmd.org](mailto:jdonegan@tcclesmd.org)>; Sharon Jones <[sjones@tcclesmd.org](mailto:sjones@tcclesmd.org)>

**Subject:** FW: Advertising Inquiry - PETA

Upon the Mark Sheely's recommendation and considering the COVID situation unfolding in the area poultry plants, it was decided not to accept these ads.

In the past we have rejected one for marijuana dispensary on the grounds we drug test our drivers per Federal law and should not promote the produce on our buses. The TCC

Our contract with Vector does allow us to review and reject ads. The fourth attachment is a scan of page 16 of the Advertising contract with Vector Media with the right to reject ads highlighted.

Brad Bellacicco  
Director, Shore Transit Division  
Tri-County Council LES  
31901 Tri-county Way  
Suite 133  
Salisbury, Maryland 21804  
Phone: 410.341.8951  
Fax: 410.341.8953  
Mobile: 443.754.1229  
Email: [bbellacicco@shoretransit.org](mailto:bbellacicco@shoretransit.org)



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Legal Disclaimer: ElectronicCommunications-

**From:** Mark Sheely <[msheely@vectormedia.com](mailto:msheely@vectormedia.com)>  
**Sent:** Tuesday, May 12, 2020 12:10 PM  
**To:** Brad Bellacicco <[bbellacicco@tcclesmd.org](mailto:bbellacicco@tcclesmd.org)>  
**Cc:** Dylan Stedman <[dstedman@vectormedia.com](mailto:dstedman@vectormedia.com)>; Michelle Mason <[mmason@vectormedia.com](mailto:mmason@vectormedia.com)>  
**Subject:** Fwd: Advertising Inquiry - PETA

Hi Brad,

I hope you are doing well.

I received the email below from PETA. Can you let me know if we have permission to sell them exterior bus ads and run this creative?

Thank you,

Mark



**MARK A. SHEELY**

REGIONAL MANAGER

**P:** (443) 275-1770 EXT 317

**C:** (443) 957-5968

[vectormedia.com](http://vectormedia.com)

***Tell Better Stories***

----- Forwarded message -----

**From:** Brianna Vazquez <[briannav@peta.org](mailto:briannav@peta.org)>  
**Date:** Tue, May 12, 2020 at 10:58 AM  
**Subject:** Advertising Inquiry - PETA  
**To:** [msheely@vectormedia.com](mailto:msheely@vectormedia.com) <[msheely@vectormedia.com](mailto:msheely@vectormedia.com)>

Hi Mark,

My name is Brianna and I am with PETA (People for the Ethical Treatment of Animals). We are interested in placing either of the attached creatives on buses with Shore Transit that service Salisbury, MD for 4-weeks beginning ASAP. Would either of these be approved? If so, I'd love to see your available inventory and rates.

Thanks!  
Brianna

**Brianna Vazquez**



Communications Administrator, PETA  
[briannaN@peta.org](mailto:briannaN@peta.org) | 315-254-8088

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- image001.png (5 KB)
- Close-the-slaughterhouses-girl.pdf (2 MB)
- Close-the-slaughterhouses-knife.pdf (804 KB)
- Scan\_20210331\_102601.pdf (512 KB)
- image002.jpg (2 KB)